First of all, my business idea is to collect all the computers that are considered as outdated, and select all the components that can be used again to manufacture a new computer. Not the last fashionable PC but an efficient and cheap computer useful for firm or a private individual. The concept of reusing these computers instead of throwing them out does not exist yet. However, every 4 or 5 years, a firm chooses to give up all its computers to buy new ones. So, there is a real opportunity and a real market for my business.

In order to link it to the ‘embedded generosity’ trend, I chose to create a strong partnership with poor countries or developing countries. The idea is that when we collect the outdated computers, we know the components that can be reused or not, so we select them and send them in the factories that we are going to built in these developing or poor countries. In these factories, we make work a poor population with almost no revenue.

And then we sell these computers in France and for each computer bought by a French citizen, a computer is given to one of our workers.

The aim of my business: My aim is the firm that need an efficient computer and necessary a beautiful and very powerful one. But my clients will also be firms that want to act for the destitute in a very concrete way by giving them a work and by providing them a computer.

I made a little SWOT analysis in order to be clearer with my future investors:

Strengths: new concept, first comer, our knowledge in computer science to make a quite efficient PC with old components

Weaknesses: no experience from competitors, high costs of transport

Opportunities: a cheap and efficient computer is attractive, trend of helping the destitute will be fashionable in 2010

Threats: a wrong trend analysis, an outstanding design and performance care  
  
Slogan: Give less but earn more. Because by paying your computer a smaller price, our clients will earn more in wisdom, spirituality and the feeling of well behaving.  
  
The key point of my business idea is that poor workers that I will hire will be motivated to work. They will not make clothes or toys for developed countries, they are making their own future computer which is obviously a good source of motivation.